

Code No: R15MBA25**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Strategic Management****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**Answer Any **Four** Questions

All Questions carries equal marks.

- 1** Examine the significance of mission statement and goals and objectives in giving strategic direction to a firm.
- 2** Explain the importance of analyzing and understanding the firm's external environment.
- 3** Define
 - a) Competitive rivalry.
 - b) Competitive behaviour.
 - c) Competitive dynamics.
- 4** Use the five forces of competition model to explain how above-average returns can be earned through each business-level strategy.
- 5** Define the Restructuring strategy and discuss various Restructuring strategies
- 6** Define corporate-level strategy and discuss its importance to the diversified firm.
- 7** Explore the four factors that lead to a basis for international business-level strategies.
- 8** Define organizational structure and controls and discuss the difference between strategic and financial controls.

Code No: R15MBA26**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Entrepreneurship****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 Elucidate the role of entrepreneurship in growth of Indian economy?
- 2 Analyze the evolution of entrepreneurship for development of society
- 3 What is entrepreneurial stress? List out and explain the sources of stress and strategies to overcome.
- 4 Identify the common characteristics of an entrepreneur. Explain the need for corporate Entrepreneur?
- 5 What are the major phases in the creative process? Discuss the four types of Innovation
- 6 Elucidate various methods involved in initiative venture?
- 7 Illustrate the critical factors involved for New-Venture development.
- 8 List out the factors to be considered by an entrepreneur during the growth stage of a business venture.

Code No: **R15MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Consumer Behaviour****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 Explain the concept of research with regard to consumer behavior. Explain the scope of research in consumer behaviour.
- 2 “The importance of knowing and understanding consumer behaviour in modern marketing is vital”. Elucidate this statement.
- 3 What is social class? How is it measured? Highlight the impact of social class in the field of consumer behavior.
- 4 Explain the term Family. How does family affect decision making of consumers?
- 5 Discuss various factors responsible for attitude formation.
- 6 What is meant by Motive Hierarchy. How does Maslow's Hierarchy of needs function?
- 7 Describe the process of diffusion of innovation?
- 8 What is Consumer Safety? Discuss the Consumer Safety and Consumer Responsibilities.

Code No: R15MBA38**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Security Analysis and Portfolio Management****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 What is investment? 'The investment process involves a series of activities starting from the policy formation.' Discuss
- 2 Explain in detail the Dow theory and how it is used to determine the direction of the stock market. Discuss the different trends given in the Dow theory.
- 3 Define efficient frontier. Distinguish between efficient portfolio and feasible portfolio. How are utility curves helpful in determining an efficient portfolio?
- 4 a). Explain CAPM theory and its validity in the stock market.
b). Distinguish between CAPM and Arbitrage Pricing Theory (APT).
- 5 "Stocks are considered to be risky but bonds are not". This is not fully correct. Elucidate.
- 6 How would you assess the present value of a bond? Explain the various bond value theorems with examples.
- 7 a). Discuss the role of P/E ratio in marketing the sell and buy decision.
b). Determine the present value of a bond with a face value Rs.1000, coupon rate of Rs 90, a maturity period of 10 years for the expected yield to maturity of 8 percent.
- 8 Distinguish between Treynor and Sharpe indices of portfolio performance. Which do you recommend? Why?

Code No: R15MBA33**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Sales and Distribution****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 Explain the selling strategies in sales and distribution.
- 2 Describe the evolution of sales management.
- 3 Write about types of quotas and quota setting procedures in detail.
- 4 How you analyse market costs. Briefly explain.
- 5 Write a note on sales force strategy at LIC of India.
- 6 Define sales force? Explain sales force motivations.
- 7 What are the different types of distribution channel explain them.
- 8 What are the Ethical issues in sales and distribution management?

Code No: R15MBA39**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Financial Institutions, Markets & Services****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 What is a financial system? What is the importance of financial system in promoting economic growth?
- 2 Define Monetary policy. Explain various techniques to control monetary policy of RBI.
- 3 Discuss the various regulations of Mutual Funds.
- 4 Define co-operative bank. Describe briefly the role of Cooperative Banking Systems in India.
- 5 What do you mean by Treasury bill explain the types of treasury bill in India?
- 6 Discuss the requirements for listing of securities?
- 7
 - a) Explain various types of leasing?
 - b) Explain various steps involved in Leasing?
- 8 What is investment banking? Explain various functions of investment banking?

Code No: R15MBA40

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October/November 2020**Strategic Investment and Financing Decisions**

(MBA)

Roll No									
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Time: 2 hours

Max. Marks: 75

Answer Any **Four** Questions

All Questions carries equal marks.

- 1
 - a. What are the critical factors to be observed while making capital budgeting decisions under capital rationing?
 - b. List out the steps for decision tree approach
- 2 Due to a considerable risk inherent in a project costing an initial cash outflow of Rs. 20,000 a firm decides to use certainty equivalents to evaluate the Project. The certainty equivalents have been estimated to be 0.8, 0.7, 0.6, 0.5, and 0.4 in a period of 5 years. The risk free rate of interest is 10%. The expected values of cash inflows are given below:

Years	1	2	3	4	5
Cash flows(Rs.)	5,000	8,000	4,000	6,000	12,000

You are required to advice the firm whether its management should accept the project.

- 3 The expected cash flows of a project are as follows:

Years	0	1	2	3	4	5
Cash flows(Rs.)	-100,000	50,000	-20,000	30,000	40,000	50,000

The cost of capital is 13%. Calculate MIRR.

- 4
 - a. What is disinvestment? discuss the criteria for project abandonment decision
 - b. What is the impact of inflation on Capital Budgeting decision
- 5
 - a) Discuss the single period constraint situation.
 - b) Explain multi period constraint situation.
- 6 A company is considering an investment proposal to purchase a machine costing Rs. 2, 50,000. The machine has a life expectancy of 5 years and no salvage value. The company's tax rate is 40%. The firm uses straight line method for providing depreciation. The estimated cash flows before tax and after depreciation(CFBT) from the machine are as follows:

Years	1	2	3	4	5
CFBT(Rs.)	60,000	70,000	90,000	1,00,000	1,50,000

Calculate discounted payback period if company's cost capital is 12%

- 7 What is leasing? Distinguish between operating and financial leasing
- 8 Explain and illustrate the impact of mergers on earnings per share and market price per share of the acquiring company.

Code No: R15MBA41**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****International Financial Management****(MBA)**

Roll No									
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 What are the recent changes and challenges in International Financial Management? Explain
- 2 Explain the nature and scope of International Financial Management.
- 3
 - a) What is the difference between balance of trade and balance of payment?
 - b) What were the features and advantages of the gold standard?
- 4 Explain the concept of Balance of Payments (BOP). And discuss the different accounts of BOP.
- 5
 - a) Who are the major participants in a foreign exchange market?
 - b) Write a note on Euro Bond Market.
- 6
 - a) Explain currency futures and options market
 - b) Explain International Stock Market
- 7
 - a) 'Floating exchange rate system is more beneficial than the system of fixed exchange rate' Do you agree?
 - b) Explain the relationship between inflation, interest rates and exchange rates.
- 8
 - a) What are the recent amendments in EXIM policy?
 - b) Write a note on Foreign Direct Investment.

Code No: R15MBA42

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October/November 2020**Cost & Management Accounting**

(MBA)

Roll No									
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 a) Distinguish Financial Accounting and Cost Accounting.
b) Discuss about all the cost concepts used in decision making and control of costs.
- 2 a) Explain cost concepts and their managerial use
b) Explain calculation of Machine Hour Rate in detail
- 3 a) What is marginal costing?
b) What are the advantages and limitations of marginal costing?
- 4 Blaze and Company is currently working at 50% capacity and produces 10,000 units. At 60% working raw material cost increases by 2% and selling price falls by 2%. At 80% working raw material cost increases by 5% and selling price falls by 5%.
At 50% capacity working the product costs Rs.180 per unit and sold at Rs.200 per unit. The unit cost of Rs.180 is made up as follows:

Material	Rs.100
Wages	Rs.30
Factory overheads	Rs.30 (40% fixed)
Administration overheads	Rs.20 (50% fixed)

Prepare a Marginal cost statement showing the estimated profit of the business when it is operated at 60% and 80% capacity. Also calculate breakeven points at these levels.

- 5 What is meant by break-even analysis?
Discus (a) assumptions of the technique
(b) Its managerial uses.
- 6 A company manufactures three products. The budgeted quantity, selling prices and unit costs are as under:

Particulars	A	B	C
Raw materials (Rs.20 per kg)	80	40	20
Direct wages (Rs.5 per kg)	5	15	10
Variable overheads	10	30	20
Fixed overheads	9	22	18
Budgeted production (in Units)	6,400	3,200	2,400
Selling price per unit (in Rs.)	140	120	90

You are required to calculate:

- (a) Present a statement of budgeted profit
- (b) Set optimal product mix and determine the profit, if the supply of raw materials is restricted to 18,400 kgs.
- 7 The cost of an article at a capacity level of 5,000 units is given below. For a variation of 20% in capacity above or below this level, the individual expenses vary as

indicated:

Material	25,000	100% varying
Labour Cost	15,000	100% varying
Power	1,250	80% varying
Repairs and maintenance	2,000	75 % varying
Stores	1,000	100% varying
Inspection	500	20% varying
Depreciation	10,000	100% varying
Administration overheads	5,000	25% varying
Selling overheads	3,000	50% varying
Total:	62,750	

Find the cost per unit of the production at 4,000, 5,000 and 6,000 units.

- 8 What is standard costing? What are the advantages and disadvantages of standard costing?

Code No: R15MBA43

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October/November 2020**Financial Derivatives**

(MBA)

Roll No									
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 a) Define Derivatives? Name the factors contributing to the growth of derivatives market in India?
b) Explain the recent developments in derivatives market in India?
- 2 a) Explain the types of derivative instruments with examples?
b) What are the uses and misuses of derivative instruments?
- 3 a) What are forward contracts and how are they different from future contracts?
b) What are currency futures? Explain?
- 4 a) Explain the mechanics of futures markets?
b) Explain long hedge and short hedge using futures?
- 5 a) Explain the structure of options markets?
b) What are options? Write the differences between call options and put options?
- 6 a) How do you determine the value of call option using Black Scholes and Merton model? Explain the assumptions of this model?
b) Explain binomial model of pricing options?
- 7 a) what are commodity derivatives contracts? How are commodity futures contracts traded?
b) What are the benefits of investing in commodities?
- 8 Define Swaps and their features with the help of an example? Explain the evolution of Swaps contracts and the major types of financial swaps?

Code No: R15MBA49**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Leadership****(MBA)**

Roll No										
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Time: 2 hours**Max. Marks: 75**

Answer Any **Four** Questions
All Questions carries equal marks.

- 1 Discuss various components of leadership? Elucidate different ways of conceptualizing leadership?
- 2 Explain five factor personality model of Trait approach and discuss its strengths and criticism?
- 3 Explain Blake and Mouton's model of managerial grid leadership work in building skills of an organization?
- 4 Briefly explain Ohio state studies and discuss its strengths and applications?
- 5 Elucidate path goal theory and discuss its application in motivating employees towards achieving organizational objectives?
- 6 Discuss about case on charismatic leadership and motivation at ABC ltd ?
- 7 Define servant leadership style? Explain its history and ten characteristics of servant leadership style?
- 8 Explain ethics and ethical theories of behavioural leadership?
